

Qinghai-Tibet Railway and its Socio-Economic Impacts on the Destination Development of Lhasa, Tibet

Master of Science

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ABSTRACT

Tibet, located in the central of Asia, is the highest plateau region with an average elevation of 4,900 meters and is commonly known as the 'Roof of the World.' It was once a remote destination that only a number of tourists were privileged to lay eyes on this Holy Land. Its splendid scenery and the richness of the Tibetan culture have long enticed Western imagination. With the first test train setting off from Beijing West Station on 1st July 2006, the Qinghai-Tibet Railway marked another historical milestone for the development of Tibet. The rail line was predicted to bring tremendous changes to Tibet. The 1,956-kilometer rail line is not only a symbolic project for China's West Development Strategy but also a significant catalyst in accelerating particularly the tourism development of Tibet. Tourism boom and massive influx of visitors into Lhasa have been vastly reported right after the operation of the railway.

This newly constructed rail line has brought additional 4,000 visitors a day during the peak seasons while the Tibetan government also targets to attract 3 million tourists a year with an average stay of 7 to 12 days by 2020. Several other development projects were also announced by the Chinese government. A five-star luxurious train is expected to be first opened in May 2008. Extension of the rail line to Xigaze, Tibet is also expected to be completed in 2010. The project to develop the railway region into a top quality tourist destination is also put forward between 2006 and 2020. While the Central Government of the People's Republic of China is dedicated to develop tourism along the railway in the years ahead and hence growth of tourism in Tibet will result. It is important to examine the nature of tourism development and to assess the impacts that the railway has and will bring to the tourism and societal development of Lhasa which is the current terminus of the line. This research study, therefore, aims to address specifically the following research questions: 1) How does the Qinghai-Tibet Railway change the socio-economic development in Lhasa?, 2) What was tourism like in Lhasa before the train and how has it been changed after the opening of the new rail line?, and 3) What will be the long term consequences of the railway line for the tourism development in Lhasa and Tibet? This research study employs a qualitative approach to explore and generate understanding on the issue. Primary data will be collected through semi-structured in-depth interviews while the targeted interviewees will represent widely the tourism industry found in Lhasa. The public sector, private sector, academia and other sub-sectors are targeted on the basis of their area of expertise relating to this research. Opinions of the various perspectives can be therefore addressed and represented on the issue.

Key words: Qinghai-Tibet Railway, Tibet, tourism development, socio-economic impacts, sustainability.

Tourism and the Cultural Industry: A Viable Growth and Job-creation Strategy for Mozambique

Master of Science

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ABSTRACT

Post conflict Mozambique has been heralded as the poster child for economic growth, growing at an average of 8% annually since 1992. However, there is a need for Mozambique's economic growth to be poverty-reducing in order to increase the poorest households' income and consumption. Employment generation and wage labour for the poor are key. In this thesis, I examine the role cultural tourism can play in the development of Mozambique. Emphasis is placed on the linkages between tourism and the cultural industry and the strengthening of productive capacity and absorption of low-skilled labour that an expansion of cultural, fair trade tourism will engender. Tourism should be considered a priority development sector for the poverty-reducing growth of Mozambique's economy.

Key words: Cultural tourism, Mozambique.

A Lifestyle Segmentation Analysis of the Backpacker Market: Targeting a Mobile Population through Online Communities

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ABSTRACT

During the last three decades, backpacking has become a mainstream global phenomenon. Globalization presently has created a shrinking world through the advancement of technology and economic integration. Backpacking in its essence has not changed much, as motivations of finding oneself, experiencing the real, freedom, and adventure are still as embedded in the backpacker psyche, as they were in the 1970s. The current social, political, and economic environment of the world has opened up backpacking to more people, and thus creating a larger, more diverse, more mainstream, and more mobile backpacker market that is difficult to examine as a single entity. This study provides a clearer picture of the current backpacker market through a lifestyle segmentation focusing on activities, attitudes, and motivations. Further, this study presents a transnational view of the backpacker market, rather than focusing on one particular destination, country, or region. Instead, backpackers were targeted through their self identifying membership in two online communities,

Facebook and Lonely Planet's Thorn Tree Forums, in order to overcome problems associated with the mobile nature of the backpacker market. The use of the online communities proved to be beneficial in collecting data as they provided an economical way to target a diverse sample of backpackers. Downfalls to online research as well as the use of online communities for data collection were considered. A lifestyle market segmentation was conducted on the sample (n=347). Principal component analysis was used to explore the underlying dimensions of backpacker motivations, attitudes, and activities. Six motivational, three attitudinal, and three activity factors were extracted. The six motivational factors including Personal/Social Growth, Experiential, Relaxation, Cultural Knowledge, Budget Travel, and Independence were then used as the basis for a k-means cluster analysis. Four homogenous segments were found to have significant differences in motivations, attitudes, activities, demographics, travel behavior, previous travel experience, identity, and technology and communication usage. The clusters were named: Active Budget-Minded, Flashpacker, Highly Motivated, and Iconoclast. The Active/Budget-Minded group had high motivational scores with the exception of Relaxation factor. The Flashpacker group had the second highest motivation scores with the exception of the Budget Travel factor, which was very low. The Highly Motivated group had the highest scores for all the motivation, attitude and activity factor scores. The fourth group was named the Iconoclast group as they seem to break away from many of the classic views of backpackers. The Iconoclast group had the lowest scores for all motivation, attitude and activity scores. The group's scores for the Budget Travel and Relaxation scores are particularly low.

Key words: Backpackers, segmentation, lifestyle, online communities, motivation.

The Experiences of British Citizens in Didim: A Case of Lifestyle Migration

Master of Science

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and cultural changes impacting their lives; and that the strategy is developed upon their mobility capital previously acquired as an international tourist – not necessarily in Didim or even in Turkey- ; the meaning of the same move for the locals of Didim is a change impacting their lives which requires devising new strategies for coping and for challenging. The encounters and co-habitation of the two groups of people from countries of different affluence levels and with a significant cultural distance, in the social setting of migration transgressing the boundaries of the already established context of conventional tourism, shape the daily life in Didim through the new social spaces being constructed and identities being constantly re-negotiated.

Key words: Lifestyle migration, residential tourism, social space.

ABSTRACT

The aim of this thesis is providing an initial insight into the quite recent Northern European immigration to Coastal Turkey through exploring its causes and consequences within the context of a particular locality, Didim where a single nationality group, the British, comprise the most prominent lifestyle migrant and/ or the residential tourist category. In that frame, three aspects of the migratory move namely the causes and the meaning of the move through the migrant narratives; the new social spaces created in terms of everyday practices of the migrants and the interactions with the locals; and the meanings of the changes for the locals have been elaborated. Within a descriptive ethnographic approach, in depth interviews were conducted in Didim with 20 British lifestyle migrants and 20 locals. It is found out that while the migratory move to Didim is a strategy devised by the British migrants to react to the broader social

The Reasons and Suggested Solutions of Underdevelopment of Thermal Tourism in Turkey

Master of Science

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ABSTRACT

The main aim of this study is to find out the ways to use geothermal resources efficiently in the thermal tourism sector within the planning perspective. This thesis research has been conducted considering the related issues about thermal tourism such as national and global thermal tourism market assessments, the reasons of underdevelopment of thermal tourism in Turkey, and objectives of thermal tourism planning. In the analysis section, five thermal tourism centers licensed by the Ministry of Culture and Tourism are evaluated according to the technical, physical, and economic feasibility measures and the reasons of underdevelopment of thermal tourism are determined in the cases. In conclusion, the study tries to suggest some solutions to improve thermal tourism sector from the planning discipline's perspective.

Key words: Thermal tourism, underdevelopment, planning.

The Rationale for Tourism-based Pluriactivity on Farms in S.W. England

Master of Science

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ABSTRACT

The research aim is to demonstrate the development of the thesis. Objectives include 1) to introduce the background to the study and the aims and objectives of the study, 2) to briefly identify the main components of the literature, 3) to present an overview of the theoretical framework, and 4) to outline the research strategy and present initial findings. In the last 20 years, pluriactivity has been regarded as an essential component to securing the future viability of farms, and more widely, the future of rural economies. Subsequently, there has been a considerable amount of research into this subject area. More specifically, tourism-based pluriactivity and the nature and role of tourism on farms has attracted much academic interest and many policymakers consider it to be the leading light in rural diversification strategies. The first section of this paper will briefly introduce the elements that have contributed to this situation, the significance of both farming and tourism to the S.W. of England, the current nature and scope of rural/farm tourism activities in the region, the main aims and objectives of the study and the potential outcomes of the findings. The

second section of the paper will introduce the key components of the literature on rural diversification and rural/farm tourism that provide the academic background for this study. This review will begin by suggesting that much of the previous literature has tended to focus on the economic importance/ contribution of farm diversification and farm tourism. It will then go on to review the handful of more recent and specific studies into the development of farm tourism that have begun to investigate the internal factors (motivations, behaviour, and decision-making) as well as the external factors (such as economic, political, environmental) that influence the development of farm tourism activities. This section will conclude that currently there is a shortage of academic studies on the rationale for farm tourism in the U.K. As a result, this study addresses the current omission in the literature and also provide as contemporary and significant contribution to the subject area. The third section of the paper will focus on the building up of the theoretical framework for the study. A brief review will be given of the various options and routes taken prior to identifying the proposed theoretical framework and suggest how these chosen theories underpin the research design. The final section of this paper will present an overview of the research strategy and methodology chosen. In essence, the reason for applying a quantitative approach will be explored and will be followed by an outline of the process and challenges faced in implementing an extensive farmer survey. It is also hoped that at the time of the conference, some initial findings from the data analysis will be available for review.

Key words: Farm tourism, pluriactivity, motivation, decision-making.

Developing a Framework for an Environmental Assessment Method for Chinese Restaurants in Hong Kong

Master of Science

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ABSTRACT

The catering industry in Hong Kong has been expanding in the past three decades, making it one of the largest industries in the territory. This development has eventually earned a well-known “gourmet paradise in the world” reputation for Hong Kong (HKTB 2005). However, the catering sector produces several kinds of pollutants – sewerage, solid waste, smoke, FOGs (fats, oils and greases) and noise. Also huge amount of energy is used for cooking, refrigerating, lighting and air-conditioning. The generation of energy at power plants causes emissions of green house gases. Nevertheless, eco-awareness is gaining momentum across the world. Apart from the tightening government regulations, the increasing “green demand” from customers is also a major driving force. Among all types of catering establishments, Chinese restaurants are believed to produce the greatest impact to the environment. Therefore, this study aims at setting up the framework of an EAM (environmental assessment method) for Chinese restaurants. Previous literatures are examined and dis-

cussed under four main topics, namely Pollution and Restaurants, Greening of Business, Monetizing Restaurant Environmental Impacts, and Environmental Assessments. A mixed approach will be adopted, employing both quantitative and qualitative research methods. In the first stage, secondary quantitative data will be collected from government departments and utilities companies on Chinese restaurant’s waste generation, water and energy consumption. These data will be used to estimate the pollution-control costs of Chinese restaurants in Hong Kong (Objective 1) and establish the weighting framework of Chinese restaurant EAM (Objective 3). A questionnaire survey and three case studies will be conducted in the next stage for identification of potential areas for improvement (Objective 2). Data collected will be used to develop WUI (water use index) for Chinese restaurants, which will aid the development of assessment criteria for sewerage control (Objective 4). This study is under the broad topic of sustainability, with a prime concern of social responsibility of restaurants. The estimation of pollution-control costs attributable to various restaurant activities monitors the environmental impacts and the economic values associated with the eco-deterioration. Second, the identification of potential areas for improvement aids the development of amelioration strategies, as well as subsequent legislative requirements and policies. Finally, this study will be the first attempt to develop a framework in assessing the overall environmental impacts generated by Chinese restaurants by an interdisciplinary approach, consulting other disciplines such as environmental engineering, building services engineering, accounting and public policies. The proposed EAM may help in benchmarking and recognizing Chinese restaurants’ environmental performance objectively and systematically.

Key words: Sustainability, restaurant, environmental assessment, environmental cost, sewerage.

The Perceived Importance of Wine Regions' and Wineries' Features from the Perspective of Potential Israeli Visitors

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ABSTRACT

Wine tourism is a newly developing field, from both academic and industrial aspects. Previous studies suggest that wine tourists are primarily motivated by an interest in wine, that is, they visit wineries with the intention of tasting and buying wine. However, there also exists research that indicates a more complex set of motivations for choosing a winery or a wine tourism region as a tourist destination. These motivations go beyond a simple desire to experience wine. For example, a tourist's decision to visit a certain winery is also shaped by his willingness to experience the region's attributes, and to participate in other activities or attractions during the visit. Moreover, prior surveys were taken on location at wineries, which means that an important aspect of wine tourism, namely the latent demand that might exist in potential visitors, has been neglected. This study's objectives are: (1) to identify the significant features of wineries and wine regions, from the perspective of a potential Israeli visitor.

This insight allows one to understand which features might influence the decision to visit a winery or wine region, and enables the operators to develop varied wine tourism products, combined with other attractions and activities. (2) To examine whether differences exist between different market segments (having distinct characteristics, e.g. demographic or behavioral), on the premise that different segments might attribute different importance levels to each feature. An exploratory research has been taken and included 373 valid questionnaires of mature Israeli residents. The questionnaires were distributed mostly during train rides, in order to obtain a broad range of participants. They included demographic and behavioral questions, and a list of 42 winery and wine region features, which was based on previous literature and preliminary semi-structured interviews. Participants were asked to rank the importance of each feature with regard to their decision to visit wineries or wine regions (on a Likert 1-5 scale). An exploratory factor analysis technique was undertaken revealing nine factors, which represented different dimension of the wine tourism experience, and explained 62.34% of total variance. Factor scores were calculated, and used for comparisons between different segments (using a t-test and a One-Way-ANOVA). The findings indicated that different segments gave different importance ratings to each dimension. Fundamental differences occurred among specific segment bases: wineries visitation frequency, marital status and age. This research contributes to the literature in several ways. Firstly, while most wine tourism studies are descriptive in nature, this research is an exploratory one. Secondly, it identifies the important components in wine tourism experience from the perspective of potential Israeli visitors, and from the perspective of different segments. Finally, examination of feature importance level, from a non-visitor's perspective, is unique; in contrast to previous research on this issue, taken from a winery visitors' perspective, or from wine club members, this research identifies the important dimensions of the wine tourism experience, from a non-visitor's perspective, who might be a potential visitor or even a potential wine consumer.

Key words: Wine tourism, wine region features, potential wine tourists.

The Commodification of Backpacking

Master of Science

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ABSTRACT

Backpacker studies have recently emerged in the scholarly research on travel and tourism. However, there is a lack of research identifying international backpackers' traveling styles in Latin America. Guided by critical theory and theories of postmodernism, this study helps clarify how international backpackers' travel patterns are commodified within the context of mass tourism. Qualitative methodology is used for conducting field research which includes extensive observations, 16 in-depth interviews, and over 100 conversations with backpackers over a three month period. The socio-demographic characteristics and consumption patterns of international backpackers are described in a backpacking circuit, the Ruta Maya, located in Southern Mexico and Central America. This study focuses on two central categories emerging out of the backpacker phenomenon: the budget accommodation as a node for capital penetration, and sources of information that manage backpackers' travel patterns. Although inconsistencies are revealed in the contemporary practice of backpacking compared to 1960s and 1970s drifters, it is apparent that a global market economy influences this mode of travel. Backpacking is one of many

alternatives in between the polar oppositional ends of institutionalized and non-institutionalized travel. It is increasingly being incorporated into mainstream tourism because of the industry's drive for generating revenue in even the most remote areas of the world. Therefore, this study explains how the backpacking mode of travel is becoming packaged and commodified.

Key words: Backpacker, commodification, consumption, Central America.

Investigating Tourists' Shopping Attitudes of Iranian Handmade Carpet

Master of Science

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ABSTRACT

Tourists are eager to take something home as souvenirs from the trip and therefore, they decide to go shopping. One of the most common types of souvenirs is handicrafts and arts. The existence of various artistic attractions and handicrafts along historic monuments in Iran is a factor to attract tourists to Iran. Iranian handicrafts occupy the first and foremost level of comparison to those of the other countries in the world from the viewpoint of diversity of production involving as many as 150 branches. The researcher's intention of this study was to recognize the factors affecting the attitude of tourists shopping Iranian handmade carpets in Isfahan. Having reviewed the related literature and the research done in home and abroad, the factors which could affect the attitude of tourists shopping Iranian handmade carpets were recognized and catego-

rized. These factors are: advertisements by salesmen, carpet quality, price, and carpet beauty. In present research, sample volume was determined by performing a primary study and defining the variance of primary sample and the intended number of samples was selected carefully and randomly from the population. Then the validity and reliability of the questionnaire was determined. The used questionnaire in this research consisted of 5 common, and 28 specialized questions which were supporting the hypotheses of the research. Data was analyzed using the frequency percent techniques, and in the chapter related to the deductive statistics, one-sample T test was used to analyze and approve/disapprove the questions supporting the research hypotheses.

Key words: Culture tourism, shopping tourism.

Thesis

The Effects of Dimensions of Quality Service Delivery at the Airport on Customers' Satisfaction

Master of Science

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ABSTRACT

This study examines the impact of quality service delivery at the airport on customers' satisfaction in a tourism destination. A survey was conducted in an area that depends on tourism as a main source of revenue for economic development of that region. That particular region expanded its airport in 2005 and given the significance of the tourism industry in its economy, it was critical to conduct a survey. The problem is that quality service delivery impacts on customer satisfaction and we do not know how satisfied the customers are. Therefore the purpose of this research is to strive towards better understanding of quality service delivery with regards to products and services offered at that airport. Based on the theory of satisfaction, tests were conducted on data collected from domestic and international passengers departing from the airport. This was conducted in 2006 to assess the extent to which quality service deliv-

ery at that airport affects customers flying with low-cost airlines. The results of the test indicated a strong relationship between high quality services, satisfaction and behavioural intentions (repeat / first time visit). It also shows visitors' dissatisfaction pertaining to the availability of shops, and choice of food at the restaurant. Although not statistically significant, these results tend to raise concern whether the kind of service quality delivery is adequate and appropriate in satisfying both domestic and international visitors to increase repeat visitation in that tourism destination. Efficient check in, promptness and accuracy of baggage handling, clean and easy accessibility of toilets etc were also other variables for passengers' satisfaction which were tested on both samples. The outcome for tests done on independent variables for example occupational category, under professionals indicated a high statistically significant (differences) on their satisfaction compared to other categories. This was with regards to promptness and accuracy of baggage handling. Hence, there was high dissatisfaction at the airport amongst repeat visitors' category compared to first time visitors on certain elements of quality service delivery within the airport. In this regard, public concern is raised for future steps to be taken to add more toilets and one or more souvenir shops to be established. Based on these findings, certain suggestions have been made towards future policy amendments and improvements.

Key words: Quality service, airport satisfaction, low-cost airlines, customer satisfaction.

The Desert Queen Trip': A Journey of Gender and Nationality

Master of Science

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ABSTRACT

Every year, thousands of Israeli women compete for a place in a special jeep tour. The 'Desert Queen Trip', an all-female off-road trip, organized by the leading Israeli tour operator 'Geographical Company', is "open to every Israeli women who is twenty years of age and older and who holds driving license" (From the brochure). While in 1999, when this project was launched, only a couple of hundred women contended for a seat in one of the jeeps, in 2007 approximately 14,000 women have applied for taking a part in the competitive preliminary tests, and only approximately 1,200 were accepted, the number of women who actually participated was half, in the twelve consecutive trips. The estimated numbers for 2008 are higher. This paper, based on anthropological participant observation conducted in 2007, which focused on a trip to the Spanish Pyrenees and on the series of events that preceded and followed it, aims to explain the ever increasing popularity of this commercial operation. While a jeep tour is an event in which a group of strangers travel away from home and explores remote and hardly accessible destinations, seeking the extraordinary and the authentic on a diversionary or experiential mode, my findings suggest that the participants are mainly concerned with other issues, from which the tour derives its deep meaning and great appeal. First and foremost is the ex-

perience of off-road driving, which, in line with the literature is perceived by the participants as a liberating practice, where freedom, autonomy and control are deeply felt. The freedom embedded in driving is further associated by the participants with gender issues and especially with an increasing sense of 'havaya nashit' ('female experience'), which the all-female operation and the carefully planned activities promote and intensify. However, this is also an Israeli event, in which a strong sense of national identity emerges. This national sentiment, which is also related to jeep-driving and to patterns of spatial mobility, overshadows at times the feminine nature of the tour and outlines yet another powerful emotional experience. In the conclusion I suggest that the 'Desert Queen Trip' calls for some elaboration of the existing theory of tourism: the multifaceted experience which this tour creates and which explains much of its appeal and the interest that it raises has nothing to do with the destinations and is mainly with two broad categories: gender and the 'female experience', and nationalism or Israeli-ness. While these two categories compete along the tour, the important point is that they make for an existential, life-changing experience, which is mainly concerned with 'home' rather than 'destination'.

Key words: Gender, nationality, female experience, driving.

'World Heritage Site' - Is It a Brand Name?

Master of Science

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ABSTRACT

It is assumed by researchers and practitioners that the title World Heritage Site (WHS), as designated by UNESCO, serves as a well recognized brand name, one which affects the elasticity of the tourist demand curve and increases demand following its designation. Yet, to date, no rigorous and systematic research has investigated whether the title WHS and its accompanying logo have the anticipated benefits attributed to a brand name. The research presented here has four main objectives: First, to reveal the meaning attached to the title WHS; second, to explore awareness of the title WHS and its logo; third, to investigate the effects of the designation on tourists behaviors, specifically those behaviors that are significant to the management and marketing of heritage sites, including the willingness to pay, motivation to visit, and willingness to invest time to reach the site; fourth, exploring whether the number of sites designated as WHS in a particular country has an effect on the image of that country, the individuals' interest to revisit the country, and willingness to pay for the visit. This is a three-part study. The first part was an exploratory study of

meanings attached to the title, the logo, and the designation. In-depth interviews were conducted with 25 international and 30 local tourists, as well as 2 tourist guides, 2 managers of heritage sites (designated as WHS) and a representative of UNESCO. Next, a questionnaire was developed based on the interviews and current literature. Finally, three quantitative experiments were conducted, each representing two possible scenarios (designated vs. not designated as WHS) related to three historic sites. To ensure diversity of responses, the questionnaires were distributed among 259 international tourists and 495 local visitors on different locations in Israel between September 2006 and October 2007. The theoretical sampling involved quasi-random selection and face-to-face interviews. The findings indicate that the awareness towards the title, especially its logo, is moderate at best. In addition, although positive meanings are assigned to the title WHS, its brand equity is very low as it has no effect on the individual willingness to pay or the overall motivation to visit a site. It is suggested here that the reported increase of visitors following WHS designation may be the result of marketing campaigns following designation. Nevertheless, the number of sites designated as WHS does have a positive effect on the individual willingness to visit a particular country. Implications for the marketing and management of heritage tourist attractions are identified: The need to consider the symbolic meaning of the heritage is discussed, highlighting the need to segment tourists based on their perception of the heritage presented. In addition, given the WHS title contribution to the country and its minor negligible benefit for a particular site, the study highlights that the country itself should take overall responsibility for the management of the WHS designation process. Finally, the study limitations are identified and future research is suggested.

Key words: World heritage site, brand, UNESCO

Implementation of Customer Relationship Management (CRM) in the Hotel Industry

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ABSTRACT

The purpose of this thesis is the feasibility study of Customer Relationship Management (CRM) application in hotel industry. With increased globalization, competition, higher customer turnover, growing customer acquisition costs and rising customer expectations in today competitive word CRM is very important for several companies and received an increasing amount of interest among scholars and practitioner especially in recent years. Some companies have received immense benefits from their investments (enhancing customer satisfaction and profitability). In present thesis, the researcher tried to find that is CRM in hotels in the form of giving special services with the help of IT, one-to one marketing, effective relationship, guest retention and knowing guest needs; meet this needs via giving more and more special services; could be a

life savor for hotel industry? The statistical results for determining the effects of implementing customer relationship management (CRM) solutions on guest satisfaction, loyalty and retention showed that this implementation in the form of gathering information for personalization of services, using one to one marketing plans, improving guest services, support and using IT for giving more services in hotels will increase guest satisfaction, loyalty, and retention. Guest satisfaction will cause guest loyalty and retention. Guest retention is important and good for both hotels and customers. Since guests stay longer, buy more and more it cause increase wallet share also it is cheaper to keep existing customers happy rather than to attract new ones. Dyché stated that five-percent increase in customer retention results in a 25 to 95 percent increase in profits. On the other side, for a guest loyalty to one hotel's brand reduces the risk of service variability, allows for the development of a social rapport with the provider, and the customization of services to his/her specification. In all, CRM application with more satisfied and loyal guest bring a lot of benefits for hotels such as increase in the rate of retention, increase revenue and profitability, reduce internal costs, reduce marketing costs, improving customer services, create positive word of mouth, market share growth, improve marketing methods, streamlined business process, better understanding/addressing customer requirements, higher employee productivity and protect marketing investment with maximize returns. All these benefits for a hotel can be a source of long-term and sustainable competitive advantage.

Key words: Customer relationship management (CRM), guest satisfaction, guest retention, customer loyalty.

The Typology of Inbound Tourists Visiting Iran

Master of Science

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ABSTRACT

Tourism and tourists has become a characteristic feature of current societies. Cities and regions are being planned and transformed in a way that they will attract more tourists and tourism investors. With the increasing improvement of tourism industry, the custodians of this industry should have plans to improve and construct new facilities, adequate plan for the entertainment of tourists so they can have a higher income from this industry. Therefore, the purpose of this thesis was to deliberate more about motivation, personality, reasons and patterns of inbound tourists with emphasis on tourists staying at hotels in Tehran, so that this information will be given to managers, programmers and responsible peoples in the tourism industry, with the intention that they can organize a plan to develop effective investment and management programs. So far extensive research about choosing destination and personality and typology of tourist has been done and it has proven that there is a very close relation between personality of tourist and their motives for choosing their destination. In Iran there has been some research but not in this general

version and this title. The lack of functional research in this subject in Iran has been the motivation for this research. This research is done with the purpose of knowing more about motivation, reasons and patterns of foreign tourists so that this information will be given to managers, programmers and responsible peoples in tourism industry, so that they can organize a plan for investing, ideal standards and other needed services which will help to have a scientific managing programs at destination points. The population, includes all the tourists traveling to Iran from August 22nd to December 11th. In this study, the emphasis is on the tourists who stay in hotels of Tehran, but because there are many hotels in this city, multi-phase cluster sampling method was used. Therefore, first, 10 hotels out of all hotels in Tehran randomly chosen, then 10 tourists were chosen randomly among tourists staying in each of these hotels. Finally a population of 100 samples was gathered. To evaluate personal characteristics of these tourists and to find out their motives of Choosing Iran as their distinction, questionnaire has been used. The questionnaire that has been used was partly designed by researcher and partly adopted from professor Plog work. The questionnaire has two separate parts, its first eight questions has been adopted from professor Plog's famous travel personality quiz. Second part of this questionnaire which is designed by researcher evaluates the tourists' motives of traveling to Iran. The findings of this thesis indicate that the predominant type of tourists visiting Iran is with "Venturer" personality and as it has been mentioned these groups are characterized as "adventurous, self-confident, curious, outgoing, and having higher income levels. Moreover, in this thesis 14 motives were proposed and the relations between every motive with these two types of personality were studied. It also has been found that there is a significant difference between male and female regarding to some motives. Furthermore, the relation between age- groups and the motives has been studied.

Key words: Inbound tourism, tourist typology, personality, motivations.

The Touristic Promotion of Metropolitan Area of Oradea

Master of Science

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ABSTRACT

During the period of 1990-2000 lots of aboriginal and foreign investments were concentrated not only in Oradea city but also in the limitrophe communes. This made Oradea to develop towards its external administrative limits and also made the limitrophe communes to expand towards Oradea. This is the reason for what The Municipal Council of Oradea started the collaboration with eight limitrophe communes forming in the end The Metropolitan Area of Oradea. The area situated in the west part of Romania-the district of Bihor includes eight communes (Bors, Biharia, Cetariu, Paleu, Osorhei, Sanmartin, Nojorid, Santandrei) and Oradea city. Although parts of this area (like Felix Spa, 1 May Spa, Oradea city) were presented in the past in works of different Romanian and foreign authors, being a recent area it was not investigated as an integer. This is way we should give this area a tourism identity based on a variety of natural and antropoc attractions that visitors can find here: thermal waters used in the treatment of different illnesses, tropical species of lotus, remains of pleistocen vertebrates, different architectonic styles reflected in the building of many buildings from Oradea, museums which “speaks” about the history and

culture of this area, and so on. A study regarding the perception of this tourism area by the visitors is a first step which can help us to determine tourism image. This study also makes us aware of what the people who work in tourism should do to improve the image of this area in order to satisfy the tourism demand, relying on the existing resources, but without destroying the natural balance of the area. The positive elements of tourism image are codificated, transformed in symbols accomplishing the destination brand. The motto must be touching and must contain the essence of this tourism area. In the end this dissertation thesis tries to promote on the national and international tourism market the metropolitan area of Oradea, suggesting a new tourism image codificated in tourism branding.

Key words: Tourist perceptions, destination branding

From "Familial Vacation" to "Vacations for Families"

Master of Science

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ABSTRACT

This study examines expectations and attitudes towards familial vacations in association with parents' psychological and socio-demographic characteristics. Two psychological theories were utilized in order to examine interpersonal differences among parents: Attachment Theory and Circumplex Model of Marital and Family (CMMF). Furthermore, parents' socio-demographic variables, such as gender, education and children's age, were tested. Based on a survey of Israeli parents (n=224), the study reveals negative correlation between anxious/ambivalent parents' attachment style and the importance given to two familial vacations' variables that are extracted from CMMF theory: cohesion and adaptability. Parents' secure attachment style is positively correlated with expected enjoyment from the familial vacation. Correlations were also found between parents' style of attachment and their preferred form of familial vacation. In terms of socio-demographic variables, the study indicates that compared to fathers, mothers tend to attribute more importance to family cohesion in the familial vacation and adaptability. Also, the latter expected a greater enjoyment in hotels and package deals. Children's age was negatively corre-

lated with family cohesion and its adaptability as well as with expected enjoyment from Zimmers (country guest rooms) and camping sites. Parent's education level was positively correlated with family cohesion in the familial vacation. In addition, while educated parents prefer independent travel abroad, less educated parents favor hotel-based familial vacations as well as organized travel groups. In light of these findings, the study challenges the inclination of previous tourism research to address the "Familial Vacation" as a homogeneous unit. Instead, this study calls for a more sensitive approach that recognizes the heterogeneous nature of familial vacations.

Key words: Family vacation, familial vacation.

Study of the Effective Factors for Attracting Medical Tourism in Iran

Master of Science

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ABSTRACT

In recent decades, medical tourism has registered a tremendous growth in a number of Asian countries. It is confidently predicted that over the next decades, the fastest growth in health and medical tourism industry will take place in the Asia Pacific region. Medical tourism in Asia is however relatively new, brought on in the aftermath of the Asian Financial Crisis that led first private hospitals in some Asian countries to seek alternative revenue sources. Nowadays many Asian countries such as Iran with high potentiality for attract medical tourists have sought to enter this market. The special geographical location of Iran, the history of medical sciences, the availability of medical and Para medical teams /faculties, low-cost and high-quality healthcare services, has led to high importance of medical tourism in economic and medicine fields in Iran. This study presents the proper function of responsible organizations and recognizing the effective factors of proper marketing mix for attracting medical

tourists in Iran. Moreover, this study examines the circumstances of Iran according to special geographical situation for attracting medical tourists and promoting this kind of tourism industry in Iran.

Key words: Medical tourism.